

# **Hydrogen Technology Overview Publication & Program Information Kit**

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This presentation does not contain any proprietary or confidential information



**Project ID #**  
EDP2

# Overview

## Timeline

- Project start date – 7/1/2004
- Project end date<sup>1</sup> – 9/30/2005
- Percent complete – 10%

## Budget

- Total project funding – \$275,000
  - DOE share \$275,000
  - Contractor share \$0
- Funding for FY04<sup>2</sup> \$167,080
- Funding received in FY04 \$0
- Funding for FY05<sup>3</sup> \$0

<sup>1</sup>Project may be extended to 6/30/06

<sup>2</sup>Total amount of FY04 funding for project

<sup>3</sup>Project not funded for FY05, deferred until FY06

## Partners

Argonne National  
Laboratory

NuZoo Media, Inc.

# Overview (continued)

## Barriers addressed

- Lack of awareness

Interest in hydrogen and fuel cell technology is increasing, but there remains a general lack of awareness of hydrogen as an energy alternative. Moreover, although world events have drawn new attention to national energy security issues, there is little consensus about the severity of today's environmental problems or linkages to fuel choice. With little awareness, understanding, or recognition of these issues, there is little impetus for change, and target audiences are less inclined to embrace new technology.

*This project addresses the awareness barrier through the development of a comprehensive information kit containing a variety of communication materials. The target audiences are state and local government representatives, the news media, and the general public.*

# Project Objectives

The materials developed during this project will help the Hydrogen, Fuel Cells & Infrastructure Technologies (HFCIT) Program Education Program Element to educate the general public about the President's Hydrogen Initiative, the long-term benefits and near-term realities of hydrogen, fuel systems, and related infrastructure. It will help the general public to:

- Understand the concept and value of a hydrogen economy
- Recognize the near-term realities and opportunities of hydrogen and fuel cell technologies
- Develop an accurate picture of hydrogen safety issues
- Understand, where appropriate, their role in facilitating the transition to a hydrogen economy

# Approach

## **The materials to be produced during the course of this project include:**

- A 28-32 page brochure containing enough information to enable a sufficient understanding of hydrogen as an energy carrier; hydrogen safety; production; delivery and storage technologies; and applications. It will also include an overview of today's technology and discuss research and economic challenges that need be overcome to make the hydrogen economy a reality.
- Technology fact sheets (integral to the information package but can be used as stand-alone pieces)

# Approach

## The materials to be produced (continued):

- PowerPoint presentation that creatively employs animation to enhance communication of information about hydrogen
- A CD containing the most current DOE documents relating to hydrogen planning
- An illustrated poster that provides an overview of the Hydrogen Economy
- An interactive CD that provides a “hands-on” learning experience in hydrogen energy
- A self-containing packaging and storage kit to serve as delivery and storage mechanism for all other materials

# Accomplishments/Progress/Results

- **Original target audience was the general public, focusing on secondary school children**
  - An approach was developed
  - Several fact sheets were designed and written
    - œ Presented to DOE in early November 2004
  - A primary interface for the interactive CD and several secondary interfaces were developed and designed
    - œ Presented to DOE in early January 2005

# **Accomplishments/Progress/Results (continued)**

- **In late February 2005, the target audience was changed to the general public, the news media, and state and local government representatives**
- **The change in target audience has necessitated the development of an entirely new approach and design**
  - Now in the process of redevelopment
  - Topics for fact sheets presented to DOE in March



# Responses to Previous Year Reviewers' Comments

This project was not started until FY05 and was not reviewed last year

# Future Work – Remainder of FY05

**Completion and delivery of the following is planned by the end of FY05**

**Stage 1 – Delivery planned by July 31, 2005**

- Technology fact sheets for use in-kit or stand-alone
- A self-containing packaging and storage kit to serve as delivery and storage mechanism for all other materials
- A CD containing the most current DOE documents relating to hydrogen planning

# Future Work – Remainder of FY05

**Completion and delivery of the following is planned by the end of FY05 (continued)**

**Stage 2 – Delivery planned by September 30, 2005**

- An illustrated poster that provides an overview of the Hydrogen Economy
- An interactive CD that provides a “hands-on” learning experience in hydrogen energy
- PowerPoint presentation that creatively employs animation to enhance communication of information about hydrogen

# Future Work – FY06

**If FY06 funding is approved, completion and delivery of the following is planned by the end of FY06**

**Stage 3 – Delivery planned by September 30, 2006**

- A 28- to 32-page color brochure will be developed containing enough information to enable a sufficient understanding of hydrogen as an energy carrier; hydrogen safety; production; delivery and storage technologies; and applications. It will also include an overview of today's technology and discuss research and economic challenges that need be overcome to make the hydrogen economy a reality.